

Half-year results 2010 Investors' presentation

Zurich, 18 August 2010



Agenda

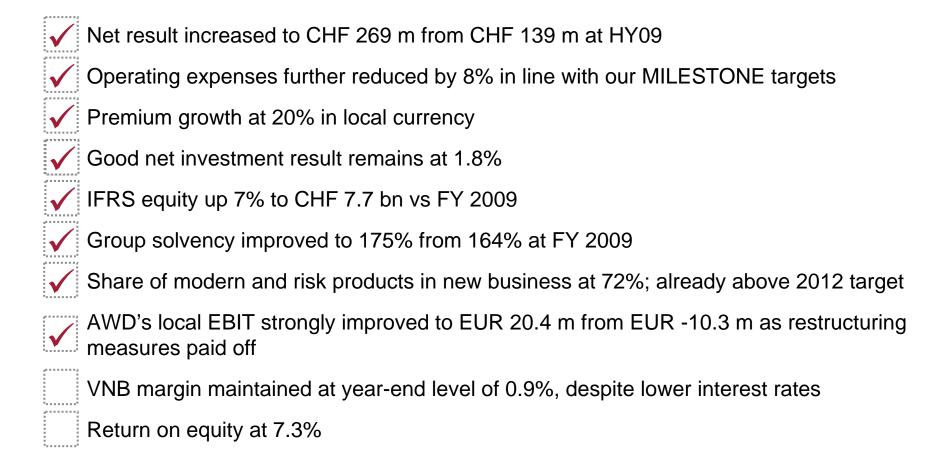
→ Overview Bruno Pfister

Financial results and Thomas Buess MILESTONE update

Outlook Bruno Pfister

Highlights: Key performance metrics further improved







Key figures

HY 2010 vs HY 2009

Net profit	•	CHF 269 m	+94%
Result from operations	•	CHF 415 m	+65%
New business margin (% PVNBP)	•	0.9%	-0.3 ppts
GWP incl. PHD	•	CHF 12.2 bn	+20%1)
Shareholders' equity	•	CHF 7.7 bn	+7%
Group solvency	•	175%	+11 ppts



Agenda

Overview Bruno Pfister

Financial results and MILESTONE update **Thomas Buess**

Outlook Bruno Pfister



Income statement

CHF million (IFRS basis)

Continuing operations	HY 2009	HY 2010
Gross written premiums, fees and deposits received	10 387	12 241
Commission income	450	467
Financial result for own risk	2 122	2 155
Net insurance benefits and claims	-7 446	-7 627
Policyholder participation	-651	-762
Operating expense	-1 646	-1 574
Profit from operations	251	415
Borrowing costs	-81	-54
Share of results of associates	6	2
Income tax expense	-4	-94
Net profit from continuing operations	172	269
Net result from discontinued operations	-33	-
Net profit	139	269
Earnings per share (in CHF)1)	4.56	8.36

¹⁾ Diluted, based on 32 022 677 shares in HY 2010 and 31 301 745 shares in HY 2009



Business review Insurance Switzerland

CHF million (IFRS basis, MCEV)

	HY 2009	HY 2010	Change
GWP incl. PHD	5 334	5 285	 GL: Stable premiums vs market +2%, periodic premiums up due to lower lapses, lower single premiums IL: -8% vs market -4%, effect of focus on margins
Operating expense adjusted ¹⁾	-228	-206	-10% • Continued impact of cost savings initiatives
Segment result	193	282	+46% • Operating improvements, good investment and stable risk result
New business volume (PVNBP)	2 583	1 916	-26% • +4% after premium recognition adjustment for HY 2009
New business margin (% PVNBP)	1.5%	0.6%	 Positive: Costs reduction, adjustment of conditions in IL, improved biometric experience Negative: lower interest rates, removal of liquidity premium

¹⁾ Excluding unallocated corporate costs



Business review Insurance France

EUR million (IFRS basis, MCEV)

	HY 2009	HY 2010	Change
GWP incl. PHD	1 676	1 971	+18% • Driven by life +36% (market +8%), while health remains stable • UL share at 22% (market 13%)
Operating expense adjusted ¹⁾	-144	-146	+1% • Cost increase lower than business growth
Segment result	46	33	-28% Lower financial result
New business volume (PVNBP)	1 273	1 849	+45% • Increased sales in life and change to MCEV for health
New business margin (% PVNBP)	1.0%	0.6%	 -0.4 ppts Positive contribution by increased share of UL offset by lower share of risk products Adverse economic environment and removal of liquidity premium with negative impact

¹⁾ Excluding unallocated corporate costs



Business review Insurance Germany

EUR million (IFRS basis, MCEV)

	HY 2009	HY 2010	Change
GWP incl. PHD	645	736	+14% • Growth slightly above market mainly due to disability and immediate annuity products
Operating expense adjusted ¹⁾	-56	-53	-5% • Impact of first MILESTONE cost savings initiatives
Segment result	20	45	+125% • Mainly due to higher financial result
New business volume (PVNBP)	416	634	+52% ■ Increased sales volume
New business margin (% PVNBP)	1.3%	1.4%	+0.1 ppts • Improved margins due to lower policyholder attribution and higher share of risk products

¹⁾ Excluding unallocated corporate costs



Business review Insurance Other¹⁾

CHF million (IFRS basis, MCEV)

	HY 2009	HY 2010	Change
GWP incl. PHD	1 573	3 072	+95% ■ Due to PPLI's strong growth
Operating expense adjusted ²⁾	-46	-48	+4% • Investments in growth and product platforms
Segment result	-14	-6	+57% • PPLI reaching profitability and CS improved already good contribution
New business volume (PVNBP ³⁾)	1 430	2 667	+87% ■ Increased sales volume in PPLI
New business margin ³⁾ (% PVNBP)	0.6%	1.2%	+0.6 ppts • Effect of ongoing margin management actions and reaching critical mass at PPLI

¹⁾ Insurance Other consists of Private Placement Life Insurance (PPLI), Corporate Solutions Luxembourg (CS), Swiss Life Products, Payment Protection Insurance (PPI) and Swiss Life Austria

²⁾ Excluding unallocated corporate costs

³⁾ Includes only PPLI and CS



Business review Investment Management

CHF million (IFRS basis)

	HY 2009	HY 2010	Change
Total income	120	129	+8% Increase of insurance assets and change in product mix
Operating expense adjusted ¹⁾	-74	-70	-5% • Efficiency improvements supported by new investment administration tool
Segment result	35	46	+31%
	FY 2009	HY 2010	Change
Assets under management	116 411	120 559	+4% Increase mainly driven by higher valuation of assets which was partly offset by weaker Euro
- of which PAM	106 535	111 131	+4% • Mainly due to fair value increase from lower interest rates
- of which TPAM	9 876	9 428	-5% TPAM assets suffered from the loss of one large institutional client and
Average assets under management	113 965	118 485	weak Euro +4%

¹⁾ Excluding unallocated corporate costs



Business review AWD

AWD Group, stand-alone, EUR million (IFRS basis)

	HY 2009	HY 2010	Change
Revenues	258.3	262.9	+2% • Change in product mix and better
Germany	164.5	166.5	conditions from product providers
Austria & CEE	35.6	36.4	
United Kingdom	22.3	23.2	
Switzerland	35.8	36.8	
EBIT	-10.3	20.4	n.m. • Result of restructuring
Germany	14.9	24.0	programme
Austria & CEE	-10.3	-1.6	
United Kingdom	0.0	3.3	
Switzerland	2.9	4.2	
Holding	-17.8	-9.5	
EBIT margin	-4.0	7.8	n.m.
Financial advisors ¹⁾	5 349	5 378	+1% • Focus on high quality advice and stricter advisor selection
Advised customers ¹⁾	243 613	233 300	-4% • Challenging market environment

¹⁾ Figures excl. CRO and ROM



Expense development

CHF million (IFRS basis)

	HY 2009	HY 2010	Change
Total operating expense	1 646	1 574	-4%
Commissions and DAC amortisation adjusted ¹⁾	-787	-804	
Operating expense (before FX)	859	770	-10%
Restructuring costs	-5	-3	
Currency effect	-24		
Operating expense adjusted	830	767	-8%

¹⁾ Adjustment of CHF +19.7 m in HY 2009 due to reclassification of non variable costs



Investment result

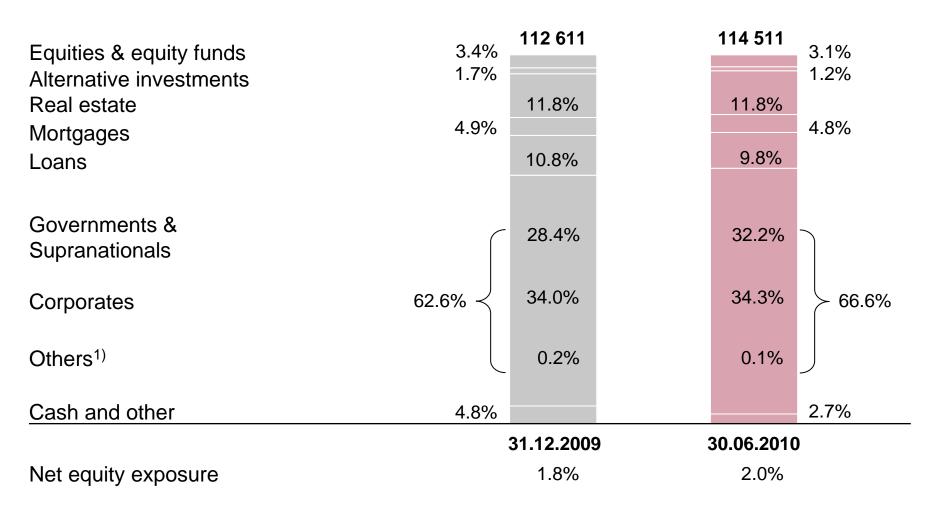
CHF million (IFRS basis) – insurance portfolio for own risk

Violde not annualized		
Yields not annualised	HY 2009	HY 2010
Direct investment income	2 119	2 121
Direct investment income in %	1.9%	1.9%
Expense	-88	-108
Net capital gains/losses on investments and impairments	-49	26
Net investment result	1 982	2 039
Net investment result in %	1.8%	1.8%
Changes in net unrealised gains/losses on investments	-230	1 863
Total investment result	1 752	3 902
Total investment result in %	1.6%	3.5%
Average net investments	108 861	111 984
Total investment performance (fair value) in %	2.0%	4.7%



Investment portfolio

CHF million (fair value basis) insurance portfolio for own risk



¹⁾ Exposure to CDO/CLO, ABS, MBS, etc.



Insurance reserves and borrowings

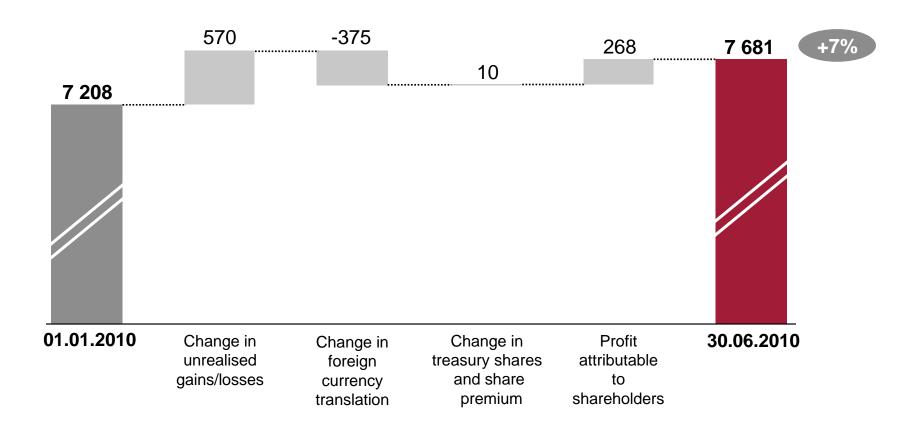
CHF million (IFRS basis)

	31.12.2009	30.06.2010	Change
Insurance reserves	122 616	122 459	0%
Insurance liabilities	92 317	91 308	
Investment contracts	12 089	11 211	
Financial liabilities FVPL (unit-linked)	15 101	15 854	
Policyholder participation liabilities	3 109	4 086	
Borrowings	2 731	2 328	-15%



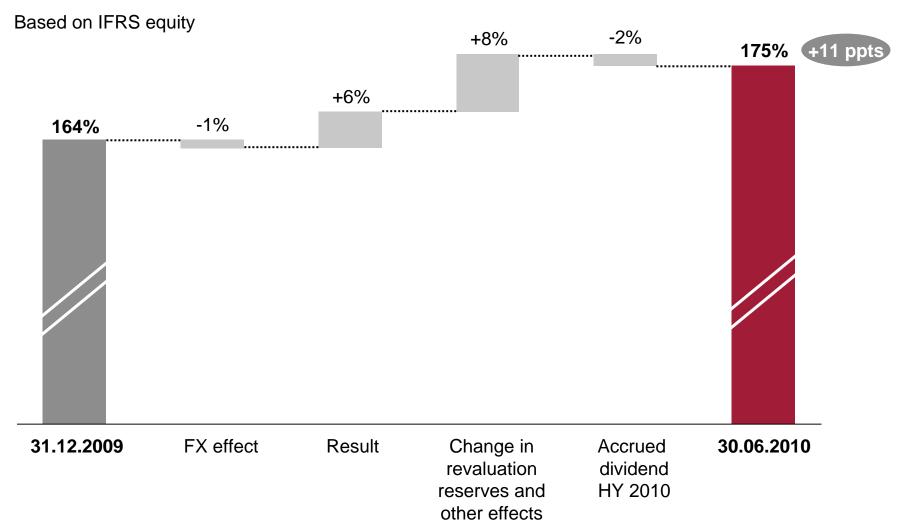
Development of shareholders' equity

CHF million (IFRS basis)





Group solvency





Update on MILESTONE programme

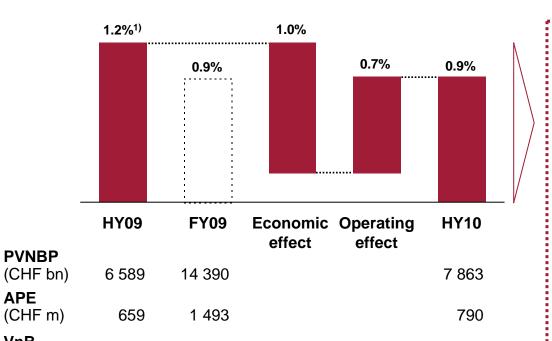
	Workstream	Objectives		
1	Enhance customer value & new business profitability	 Margin management focus: VNB and NBM Drive shift to modern products & promote risk products 	"We are growing – but not at the expense of value"	
2	Increase distribution quality and power	 Optimise distribution channel mix Capture full potential of AWD 	"We are increasing growth in 3rd party channels and AWD"	Drive 5 disciplined
3	Improve operational efficiency	 Plan with clear accountabilities to achieve 2012 cost target Eliminate negative cost result and move to continuous improvement 	"We are managing our cost base rigorously and continuously"	execution
4	Strengthen the balance sheet	 Initiatives to optimise profit stream from in-force business and risk capital usage 	"We are actively managing our capital and in-force business"	

1. New business profitability

MILESTONE absorbed negative economic effects on margin



New business margin development (VNB as % of PVNBP)



Interest rate effect and MILESTONE impacts influencing margin development

Milestone impacts

- Higher sales volumes and related scale effects: PPLI, FR, DE
- Group-wide cost savings initiatives
- Repricing and lowering profit sharing: for CH, DE, PPLI
- Shifts in product mix
 - CH: Shift to VA
 - FR: Increased share of UL within Life
 - DE: Higher share of risk products

Economic effects

- Lower interest rates
- Higher volatilities

71

9.0%

No liquidity premium at FY09 and HY10

76

123

8.2%

APE

VnB

(CHF m)

NBM (APE) 11.6%

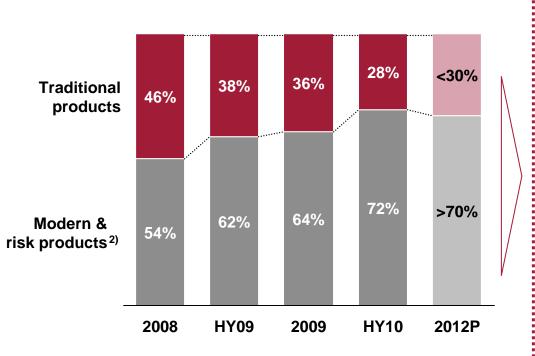
¹⁾ Incl. liquidity premium of 50 bps for CH, FR, DE & Lux

1. New business profitability

Share of modern and risk products already at 2012 target level



New business mix (based on NBP1) in %



Contribution to shift mainly through

- Strong sales of risk products in DE
- Life Asset Portfolio family as main product line of PPLI
- Increasing share of UL pension products in FR
- Services and new products launched
- Withdrawal and modification of several products

Further services & product launches planned

- CH: "Champion Kids", "Champion Lifeplan", "SL Index II"
- DE: "VA-Riester", relaunch of disability products, modification of funds portfolio
- FR: Risk product for self-employed segment, new modular health offer

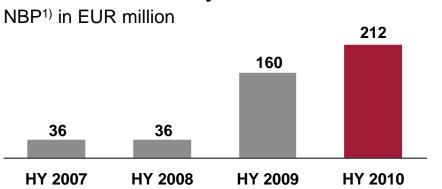
¹⁾ New business production

²⁾ Incl. health

Distribution through AWD channel well under way in DE and challenging in CH







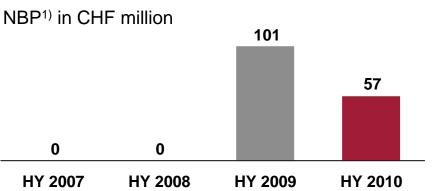
Reasons for development

- Successful sale of Champion products: e.g. "Direktversicherung"
- Very successful disability product: "selbständige Berufsunfähigkeitsversicherung"
- Single premium products introduced at AWD

Action points

- Continually improve product development process to meet of AWD "best select" requirements
- Systemise input to product development process

Swiss Life in Switzerland – AWD channel



Reasons for development

Competitive reaction

Action points

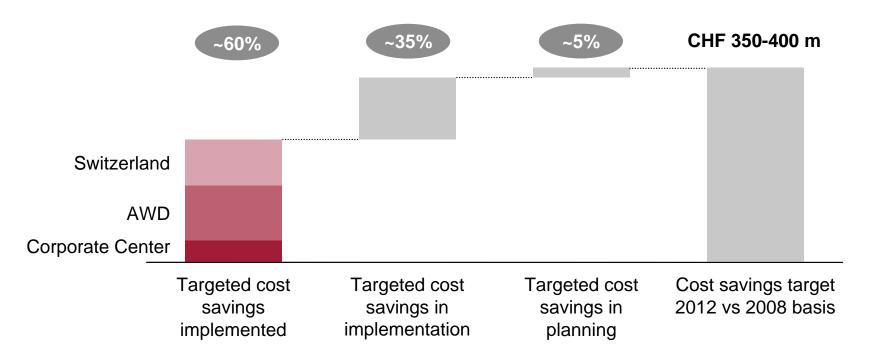
- New products launched (e.g. "SL Champion Timeplan")
- Exclusive packages for AWD tied up (e.g. "SL Champion Duo Package")
- Customised offering process implemented
- Service levels improved

¹⁾ New business production

Cost initiatives implemented represent major annual impact 2012



Status of cost savings initiatives at HY 2010



Major milestones

- AWD's cost savings initiatives almost fully implemented
- Initiatives in FR and DE are well under way
- Restructuring charges of CHF 152 m already booked at end of HY 2010

Selected activities with major contribution to 2012 cost base reduction target



Value chain **Contribution Major activities initiated** Relocation, reduction of offices, facility optimisation and **Support services** dimensioning of legal structures Optimised and standardised sourcing Outsourcing of selected IT services **Policy administration** Front office centralisation & workflow & back office Back office optimisation (business process outsourcing for new product families & logistic services, integration of legacy) **Product** development & marketing Implementation of integrated platform **Asset management** Reorganisation of sub-units Introduction of self-service **Distribution support** New structure and steering mechanisms in sales AWD's selected market exits in Croatia and Romania Distribution

Strengthen balance sheet and increase value of in-force business in 2010



Levers to manage value of in-force **business**

Increase profit Interest rates

Cost result

Risk result

Other effects

Release risk capital and optimise profit streams

Selected initiatives per country

Switzerland

- Optimise annual commissions
- Optimise risk capital consumption

France



- "Cantonnement"
- Active shift to unit-linked policies
- Prévoyance

Germany • Align reinsurance



- Manage lapses
- Optimise legal structure

Achievements HY 2010

- Operating model between distribution and administration reviewed leading to lower commissions on back book
- Risk capital preserving product line launched
- Asset allocation structured along legal quote levels
- Tariffs adjusted
- Duration adjusted and further assets de-risked

Group

- ALM
- Capital management
- Reinsurance strategy

- ALM adjustments to improve SST
- Debt leverage reduced
- Implementation of reinsurance strategy started



Change analysis of profit from operations

Segment results; CHF million (IFRS basis)

	HY 2009	HY 2010	Change	Driven by operating improvements
Insurance businesses	294	393	+99	55%
Switzerland	193	282		
France	70	47		
Germany	31	64		
Fee businesses	-7	55	+62	100%
Investment Management	35	46		
AWD	-28	15		
Insurance other	-14	-6		
Unallocated corp. costs & others	-36	-33	+3	100%
Profit from operations	251	415	+164	73%

Profit improvement mainly due to operational progress in line with MILESTONE execution



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2012 targets confirmed

	Workstream	Objectives	Status	
1	Enhance customer value & new business profitability	products		
2	Increase distribution quality and power	 20–25% share of Swiss Life products in relevant product categories of AWD 	5	Drive disciplined execution
3	Improve operational efficiency	■ CHF 350–400 m reduced cost base vs 2008		Reporting on achievements, challenges, and actions on ongoing basis
4	Strengthen the balance sheet	■ ROE 10–12% ■ Dividend payout ratio 20–40%		



Wrap-up



✓ Significantly improved operating and net result



Good growth momentum kept in PPLI, France and Germany



Stable net investment result delivered



✓ IFRS equity and Group solvency further strengthened



✓ Proven and robust ALM to manage through low yielding interest cycle



Half-year results 2010 Investors' presentation Supplementary information



Supplementary information

→ Profit and loss

Balance sheet

Investments

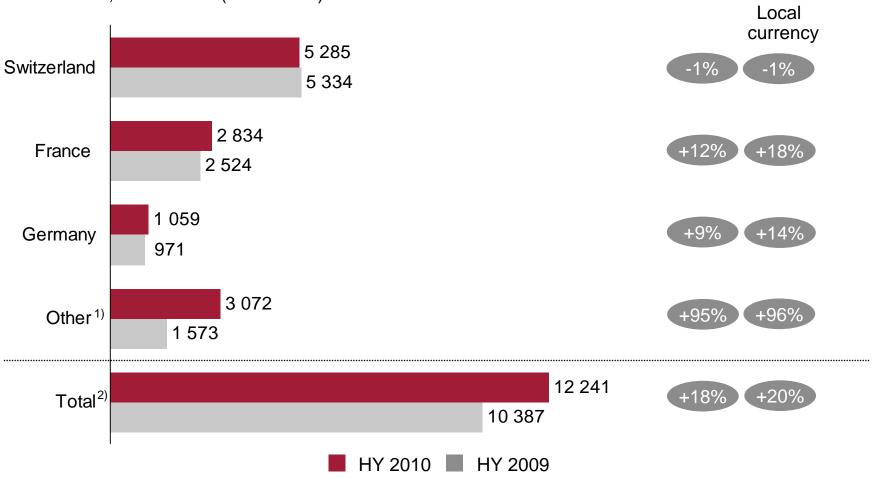
Market consistent embedded value (MCEV)

Contact details and financial calendar

SwissLife

Premium growth

GWP & PHD; CHF million (IFRS basis)



¹⁾ Includes Private Placement Life Insurance (PPLI), Corporate Solutions Luxembourg (CS), Swiss Life Products, Payment Protection Insurance (PPI) 2) Total includes intersegment eliminations of CHF -9 m in HY 2010 and CHF -15 m in HY 2009



Switzerland: Life insurance premiums

CHF million (IFRS basis)

	HY 2009	HY 2010	Change
Total life GWP incl. PHD	5 334	5 285	-1%
Single premiums	2 225	2 060	-7%
Periodic premiums	3 109	3 225	4%
Group life	4 578	4 589	0%
Single premiums	1 948	1 836	-6%
Periodic premiums	2 630	2 753	5%
Individual life	756	696	-8%
Single premiums	277	224	-19%
Periodic premiums	479	472	-2%



Details of net investment result

CHF million (IFRS basis) – insurance portfolio for own risk

	Direct investment	Impair- ments	Gains & losses through income statement			Net investment
	income		on underlyings	on derivatives	Net	result
Bonds	1 459	9	-1 306	1 221	-85	1 383
Equities	46	-9	-117	-16	-133	-96
Loans	231	0	37		37	268
Mortgages	89	-5	-1		-1	83
Alternative investments	1	-3	134	-2	132	130
Real estate	293	0	125		125	418
Cash & other	2	0	-41		-41	-39
Total	2 121	-8	-1 169	1 203	34	2 147
Expense						-108
Net investment result						2 039

Net capital gains/ losses on investments



Operating result

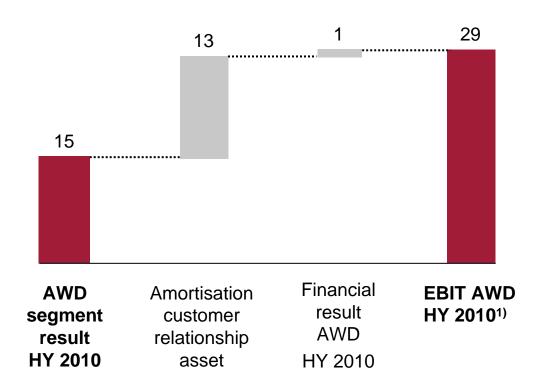
Segment results; CHF million (IFRS basis)

	HY 2009	HY 2010
Insurance (Continuing)	280	387
of which - Switzerland	193	282
- France	70	47
- Germany	31	64
- Other	-14	-6
Investment Management	35	46
AWD	-28	15
Insurance & Banking (Discontinued)	-33	-
Other & eliminations	-4	-11
Unallocated corporate costs	-32	-22
Profit from operations	218	415
of which continuing	251	415

Reconciliation AWD segment result to AWD EBIT



CHF million (IFRS basis)





Supplementary information

Profit and loss

→ Balance sheet

Investments

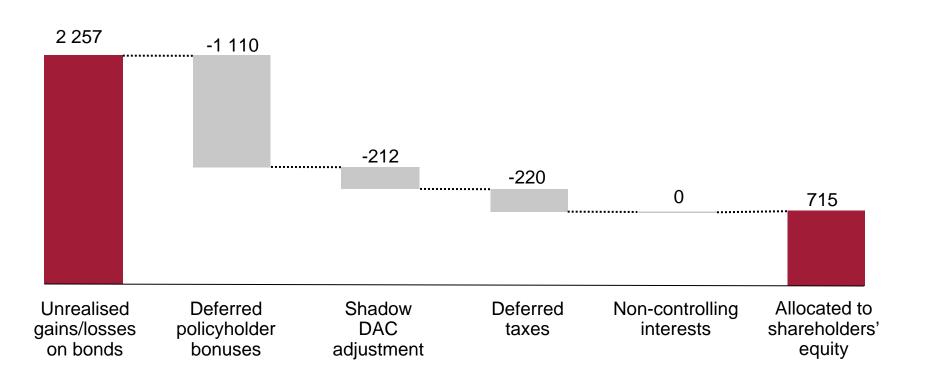
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Allocation of unrealised gains/losses on bonds

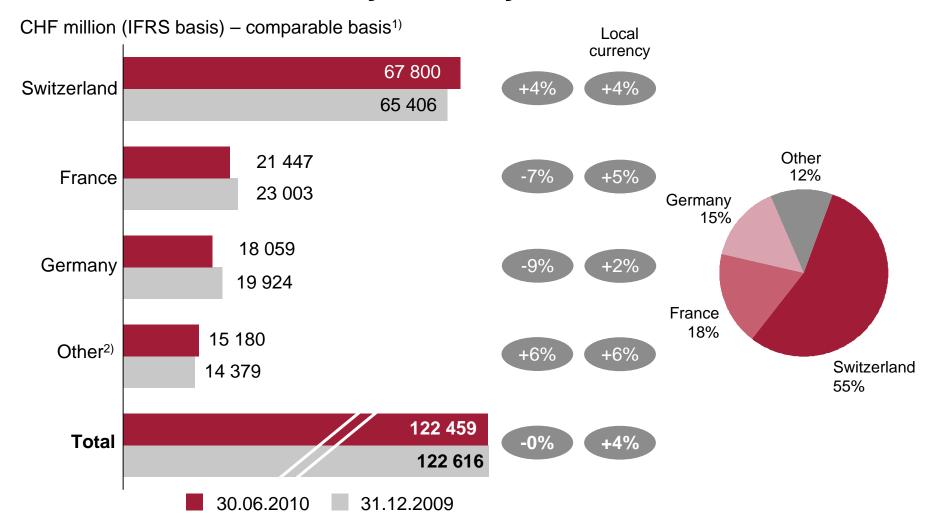


CHF million (IFRS basis)



SwissLife

Insurance reserves by country



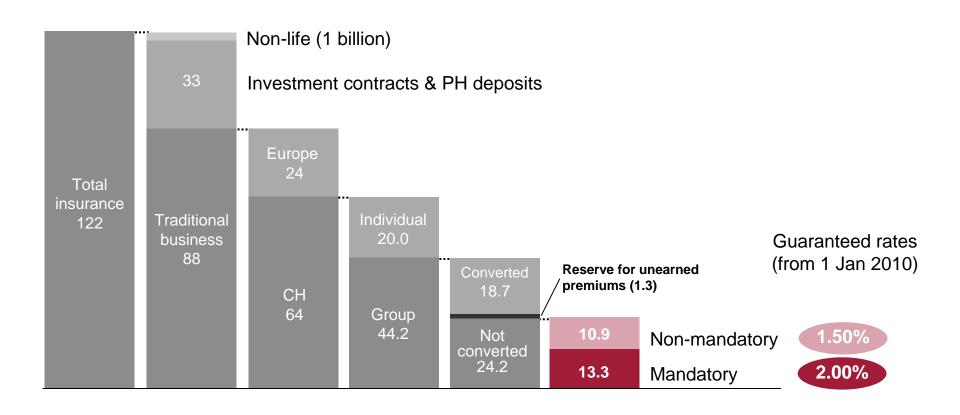
¹⁾ Total includes intersegment eliminations of CHF -27 m in HY 2010 and CHF -96 m in HY 2009

²⁾ Includes Private Placement Life Insurance (PPLI), Corporate Solutions Luxembourg (CS), Swiss Life Products, Payment Protection Insurance (PPI)

Swiss Life Group reserves subject to BVG minimum interest rates



Breakdown of insurance reserves (incl. unit-linked) as per 30.06.2010; CHF billion (IFRS basis)





Average technical interest rate of 2.57%

CHF / EUR / USD / GBP million (statutory basis)

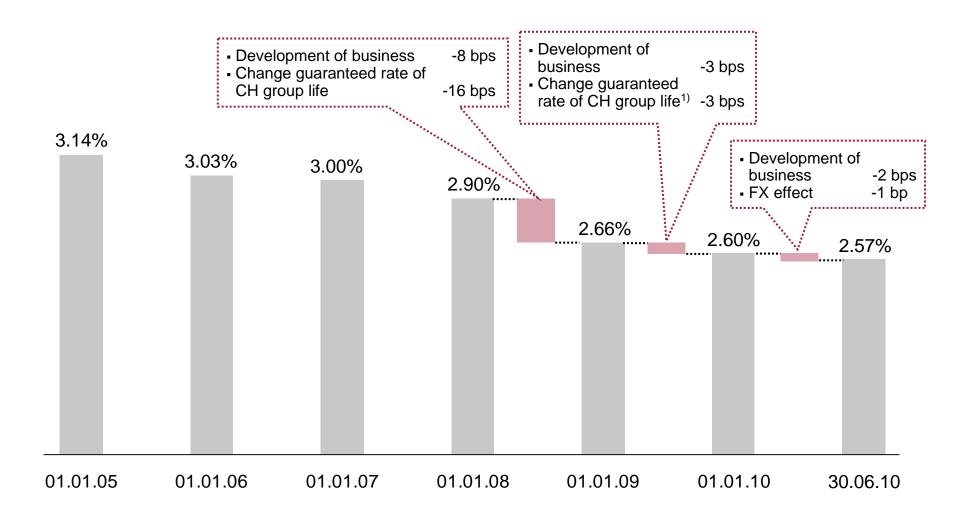
	CHF	EUR	USD	GBP
Total reserves	64 204	24 055	101	8
Average technical interest rate	2.44%	2.84%	3.73%	3.54%
	(

Overall: 2.57%

(31.12.2009: 2.60%)

Development of average technical interest rate



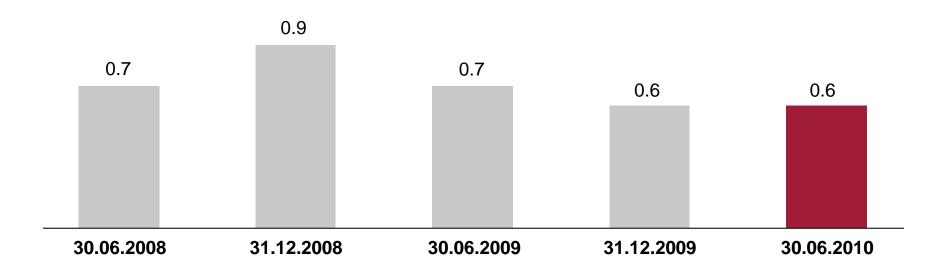


¹⁾ Guaranteed interest rate for non-mandatory group life business as from 2010: 1.50%



Total weighted duration gap¹⁾

in %



¹⁾ Explains the change in risk bearing capital due to a parallel shift of the underlying interest rate curve in percentage of the present value of interest rate sensitive liabilities

SwissLife

Capitalisation models, methods and scope

	Required capital	Available capital			
		Shareholders' equity includes:	Additional elements includes ¹⁾ :		
Solvency I Swiss Life Group (IFRS)	Factor based ²⁾	Shareholder part of revaluation reserves	+ Minority interest - DAC non-life		
Solvency I Parent company (statutory)	Factor based ²⁾	No revaluation reserves on assets	+ Revaluation reserves on assets (excl. bonds)+ Fund for future appropriation+ Additional Zillmerisation		
S&P capital adequacy Swiss Life Group (IFRS)	Factor based ³⁾	Shareholder part of revaluation reserves	+ 50% present value of future profits- Unrealised gains on bonds+ Unrealised losses on bonds		
SST Parent company and Swiss Life Group (market consistent)	Stochastic ³⁾	Revaluation reserves on all assets and liabilities	+ Fund for future appropriation		

¹⁾ All metrics include: + eligible part of hybrid capital, + free part of PH dividend reserve, - intangible assets & dividend

²⁾ Only liability risks considered

³⁾ Asset and liability risks considered



Group solvency

CHF million (IFRS basis)

Or it Tillillott (It 100 basis)	31.12.2009	30.06.2010
Available solvency margin		
IFRS equity (incl. minority interests)	7 245	7 715
Eligible part of hybrid capital	2 339	2 116
Unattributed surplus	656	657
Goodwill and other intangible assets	-2 238	-2 039
DAC non-life	-57	-55
Dividends and par value reduction	-80	-157
Tax losses	-41	-38
Total available solvency margin	7 824	8 199
Total required solvency margin	4 782	4 693
Solvency ratio	164%	175%



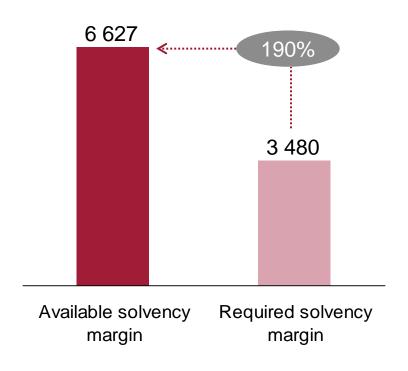
Statutory solvency

CHF million (statutory basis) as per 30.06.2010

Available solvency margin

Parent company statutory equity	1 835
Intangibles	-8
Eligible part of hybrid capital ¹⁾	1 740
Fund for future appropriation	148
Additional Zillmerisation	250
Unrealised capital gains	2 180
Unattributed surplus	482
Available solvency margin	6 627

Statutory solvency



¹⁾ Limited to 50% of the required solvency margin



Supplementary information

Profit and loss

Balance sheet

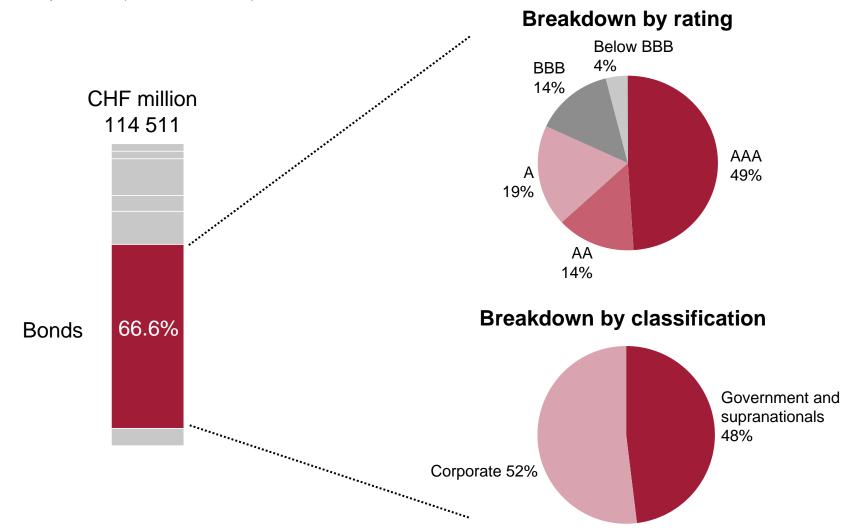
→ Investments

Market consistent embedded value (MCEV)

Contact details and financial calendar

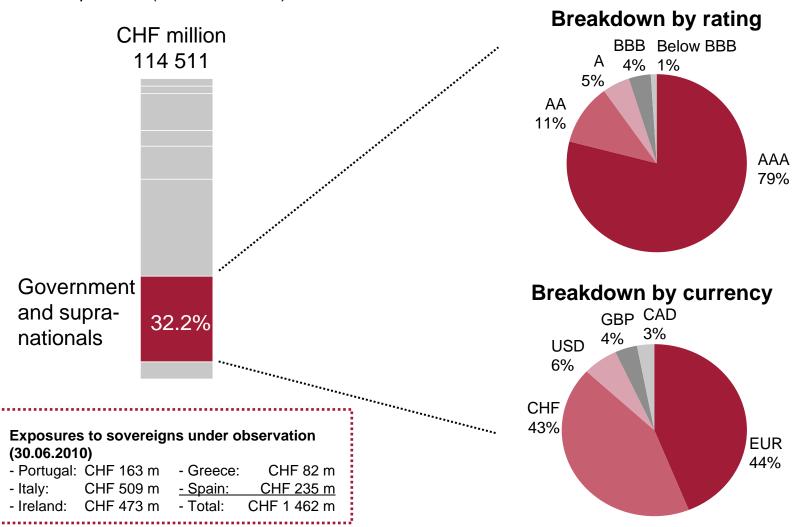


Bond portfolio: Ratings and classification



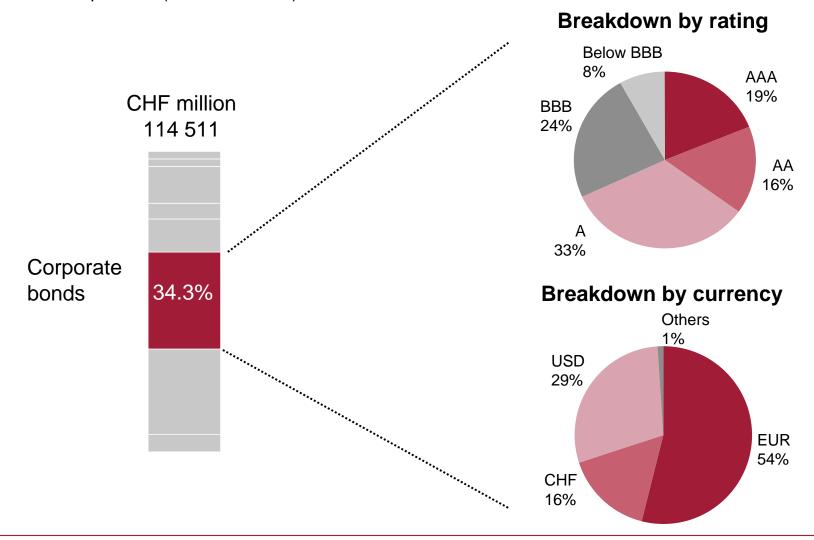
Government and supranational bond portfolio: Ratings and currency





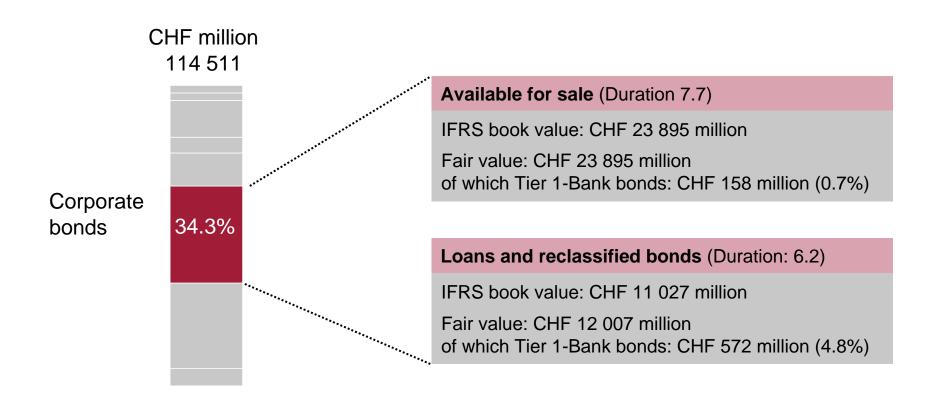
Corporate bond portfolio: Ratings and currency





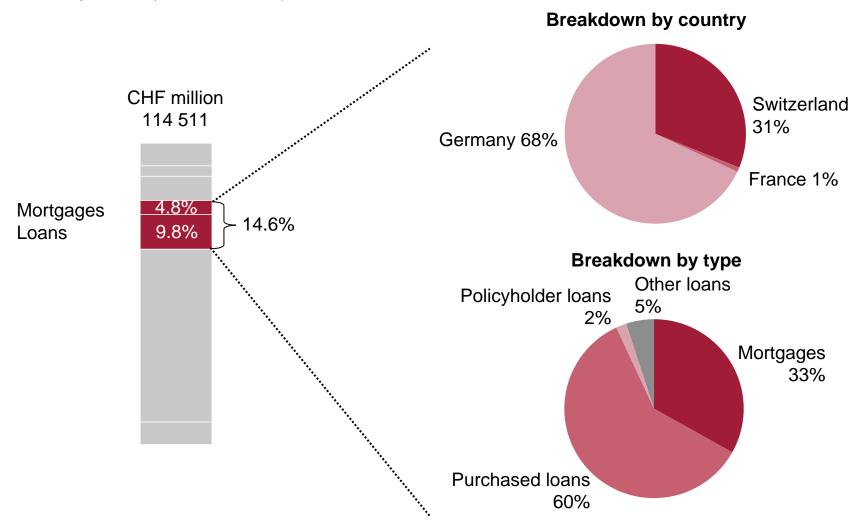
Corporate bond portfolio: Details on "available for sale" and "loans" classifications SwissLife





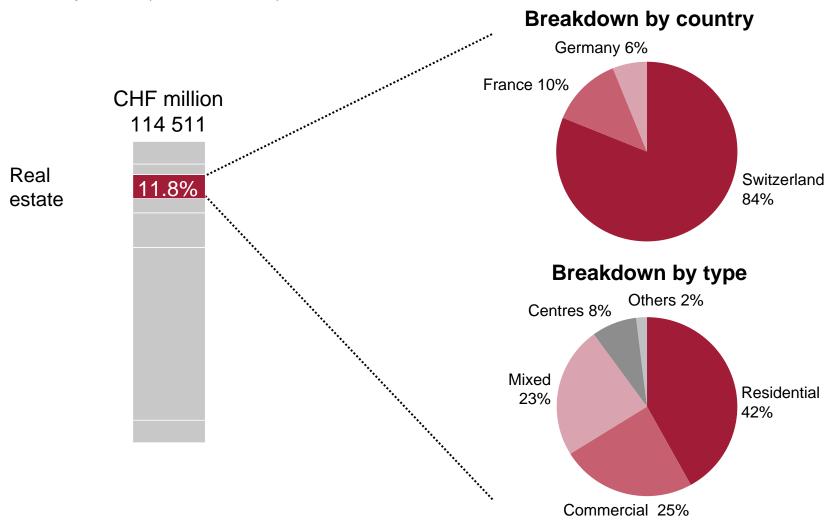


Loan and mortgage portfolio



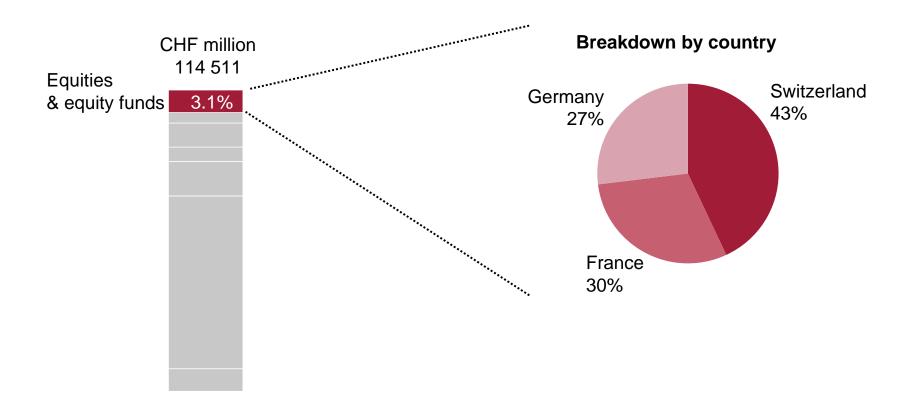


Real estate portfolio



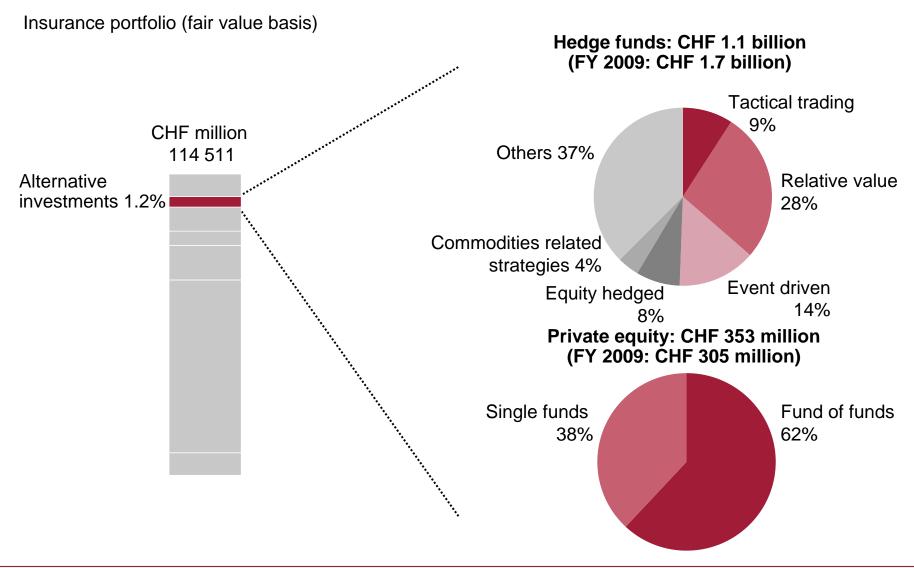


Equity portfolio: Gross exposure





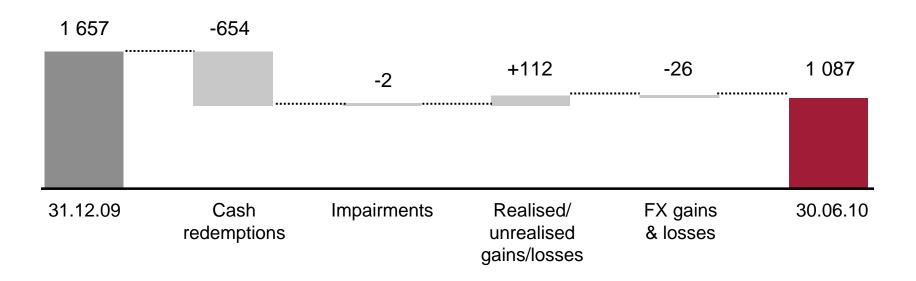
Alternative investment portfolio





Hedge funds movements

CHF million (fair value basis)





01.01.-30.06.10

1.4383

1.6524

1.0829

Forex and interest rates

Foreign currency exchange rates

	30.06.09	31.12.09	30.06.10	01.0130.06.09
EUR	1.5255	1.4837	1.3210	1.5061
GBP	1.7927	1.6639	1.6126	1.6841
USD	1.0799	1.0300	1.0778	1.1293
	_			

Interest rates¹⁾

	30.06.09	31.12.09	30.06.10
CHF	2.319	1.901	1.482
EUR	3.386	3.387	2.577
USD	3.533	3.837	2.931
GBP	3.690	4.015	3.355

^{1) 10-}year government bond



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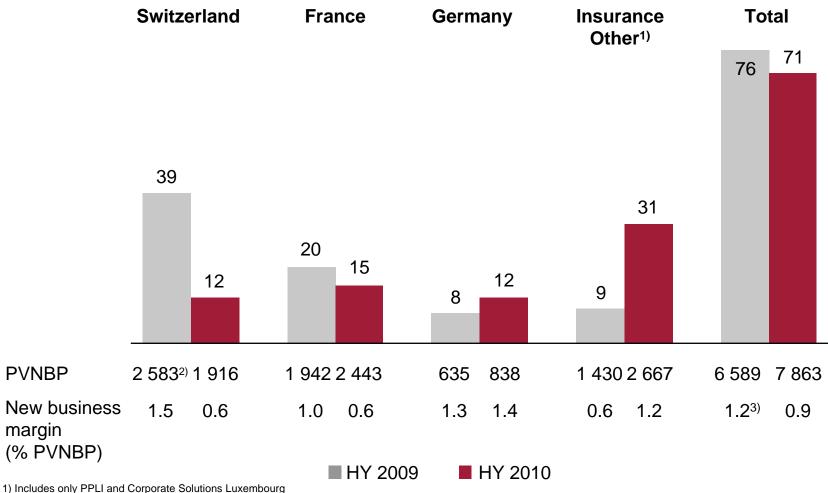
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Contact details and financial calendar

SwissLife

Value of new business

CHF million



²⁾ Not adjusted for premium recognition effect

³⁾ Incl. liquidity premium of 50 bps in CH, FR, DE & Lux



Value of new business

CHF million (MCEV)

	Switzerland	France	Germany	Other	Total
Value of new business	12	15	12	31	71
New business strain	-21	-24	-4	-5	-54
VNB before new business strain	33	39	16	36	125
Annual premiums	96	163	67	3	330
Single premiums	714	1 106	137	2 642	4 600
Present value of new premiums (PVNBP)	1 916	2 443	838	2 667	7 863
Average annual premium multiplier	12.5	8.2	10.4	7.2	9.9
New business annual premium equivalent (APE)	167	274	81	268	790
change to HY 2009	-6%	+4%	+9%	+86%	+20%
New business margin (% PVNBP) change to HY 2009	0.6% -90 bps	0.6% -40 bps	1.4% +10 bps	1.2% +60 bps	0.9% -30 bps
New business margin (% APE) change to HY 2009	7.4% -1470 bps	5.6% -210 bps	14.9% +410 bps	11.6% +540 bps	9.0% -260 bps



Economic assumptions

Swap rates					Forward inflation rates							
Economy	1 year	2 year	5 year	10 year	15 year	30 year	 Year 1	Year 2	Year 5	Year 10	Year 15	Year 30
Switzerland	0.32%	0.56%	1.25%	1.95%	2.21%	2.15%	0.8%	0.7%	1.0%	1.6%	1.6%	1.3%
Euro zone	1.17%	1.37%	2.08%	2.90%	3.26%	3.23%	1.4%	1.1%	1.5%	2.5%	2.8%	2.2%
USA	0.72%	0.98%	2.07%	3.03%	3.44%	3.72%			•	•	·	

Swaption implied volatilities (tenor: 20 years for EUR and USD, 10 years for CHF)

Economy	1 year option	2 year option	5 year option	10 year option	15 year option	30 year option
Switzerland	31.4%	30.3%	29.2%	32.9%	n/a	n/a
Euro zone	23.1%	22.5%	19.5%	19.1%	21.5%	21.5%
USA	27.2%	25.5%	21.9%	18.7%	16.8%	16.4%

Equity option implied volatilities

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Economy	Index	Volatility
Switzerland	SMI	23.7%
Euro zone	Eurostoxx	30.0%
USA	S&P 500	33.8%

Real estate volatilities

Economy	Volatility
Switzerland	10.0%
Euro zone	15.0%

Cautionary statement regarding forward-looking information



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Supplementary information

Profit and loss

Balance sheet

Investments

Market consistent embedded value (MCEV)

→ Contact details and financial calendar



Contact details and financial calendar

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Financial calendar

Interim statement Q3 10 November 2010 Investors' Day 2010 24 November 2010

Full-year results 2010 2 March 2011

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